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Changes in Meat Consumption and Expenditures for West Virginia 1973-75

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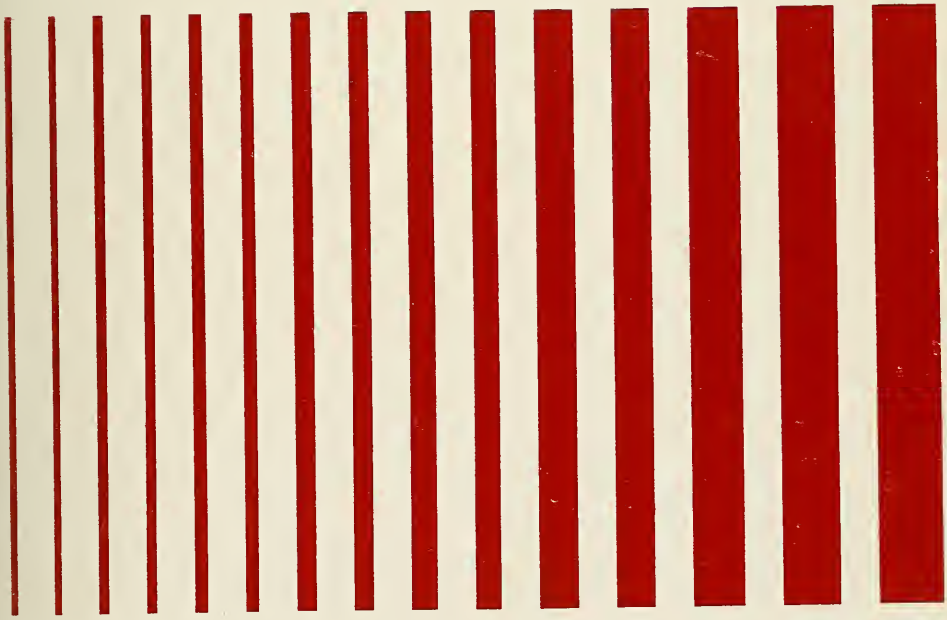

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SUMMARY

The overall objectives of this study were to determine the nature of changes in the consumption of beef, pork, poultry, and seafood between July 1973 and July 1975. There were marked fluctuations in the U. S. economy during this period, with highly inflationary price increases, along with high levels of unemployment and decreases in national productivity.

To determine consumption patterns, a mail questionnaire was administered to stratified random samples of households in West Virginia in July 1973 and again in July 1975. Each sample was representative of the household population of the state and was stratified, on the basis of population per square mile, into "rural," "middle," or "urban" population areas.

Generally, the survey showed that consumption per person in West Virginia increased, except for areas classified as "rural." Meat expenditures increased, except for "rural" areas. U.S. prices for all meats increased, but at a rate below the consumer price index. West Virginia per capita income increased at a slightly higher rate than the consumer price index, which was especially true for "rural" areas. Expenditures on meat declined as a proportion of gross personal income because income increased at a greater rate than meat prices. The proportion of real income spent for meats decreased for all population areas.

Although West Virginians were consuming more, they spent less of their earnings on meat in 1975 than in 1973 due to the prevailing economic conditions. And although more goods and services were purchased by the average West Virginian in 1975 than in 1973 a smaller proportion of these goods were meats. Also, of all the meats purchased, the real proportion of poultry and seafood became larger and the real proportion of beef and pork declined. "Rural" areas of the state were an exception to this generalization. Purchases of each of the four meats accounted for a smaller proportion of real income in 1975 than in 1973.

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Changes in Meat Consumption and Expenditures for West Virginia, 1973-75

JOHN P. KUEHN

In July 1973 a mail survey was administered to a sample of households in West Virginia to examine meat consumption characteristics and the socio-economic factors which affect them. The survey was repeated in 1975 to determine the nature and magnitude of any changes.[1] This bulletin is based on the 1975 study.

The national economy was subjected to some significant fluctuations between 1973 and 1975. The seasonally adjusted index of industrial production (1967 = 100) decreased from 126.7 in July 1973 to 110.8 (preliminary) in July 1975.[2] This 12.5 percent decrease in production combined with an increase in the rate of unemployment from 4.7 to 8.4 percent during the same period signalled one of the most severe recessions since that of the 1930s.[3]

Unlike previous periods, the recessionary factors were accompanied by highly inflationary price changes. The Consumer Price Index increased by 22.3 percent between July 1973 and July 1975 (Figure 1).[4] Retail food prices increased 26.8 percent and, more specifically, the index of meat, poultry, and fish prices increased 19 percent.[5]

Although total personal income increased about 20 percent during the period, real income decreased 2.2 percent.[6] Decreasing real incomes, coupled with higher prices, could possibly cause consumption to decrease. However, U.S.

[1]Kuehn, John P. and James W. Bias, *Beef and Pork Consumption in West Virginia*, WVU Ag. Exp. Sta. Bull. 637, March 1975; Kuehn, John P. and James W. Bias, *Poultry, Seafood, and Lunch Meat Consumption in West Virginia*, WVU Ag. Exp. Sta. Bull. 638, March 1975.

[2]*Survey of Current Business*, Volume 54, No. 6, Bureau of Economic Analysis, U.S. Dept. of Commerce, July, 1974, p. S-4 and *Survey of Current Business*, Volume 55, No. 8, Bureau of Economic Analysis, U.S. Dept. of Commerce, August 1975, p. S-4.

[3]*Ibid.*, p. S-13

[4]*Ibid.* p. S-8

[5]*Ibid.*

[6]*Ibid.*, p. S-3

per capita beef consumption increased almost 13 percent.[7] Pork consumption did decrease nine percent between the third quarter of 1973 and the third quarter of 1975;[8] per capita poultry and fish consumption also declined by 1.9 and 4.3 percent, respectively, during this time.[9]

OBJECTIVES

The specific objectives of this study were:

1. To estimate the one-week per capita consumption of beef, pork, poultry, and seafood and the per capita expenditures for each by households in West Virginia (July 1975).
2. To compare these estimates to associated socioeconomic characteristics of households in the state, and
3. To determine the nature and magnitude of changes occurring between July 1973 and July 1975 with respect to the above objectives.

SAMPLING PROCEDURE

For both the 1973 study and the 1975 study the state's 55 counties were divided into three classes on the basis of the 1970 population per square mile. Counties having a population of 20 or fewer people per square mile were classified as "rural." Nine counties containing approximately 6.5 percent of the population fell into this category. Those counties with more than 20 people per square mile but fewer than 100 were classified as "middle." The 31 middle counties contain 53 percent of the state's population. The counties having a population of 100 or more people per square mile were classified as "urban" counties.

A representative sample of counties was selected at random from each county classification group. A total of 18 counties was selected and divided as follows: three "rural," ten "middle," and five "urban." The number of randomly selected counties in each category was proportional to the share of the state's population in that category. Two individual random samples were selected, one for the 1973 study and one for the 1975 study.

After the counties in each classification group were randomly selected, the names of potential respondents were chosen randomly from area telephone directories. At least 400 consumer responses were required to assure a 95 percent level of confidence that the sample was representative of the population.[10]

[7] *Livestock and Meat Situation*, LMS-205, ERS, USDA, Oct. 1975, p. 24

[8] *Ibid.*

[9] *National Food Situation*, Bulletin NFS-153, ERS, USDA, Sept. 1975, p. 16.

[10] New York State Division of Housing, *A Method of Employing Sampling Techniques in Housing Survey*, New York, New York State Division of Housing, Sept. 1948, p. 136.

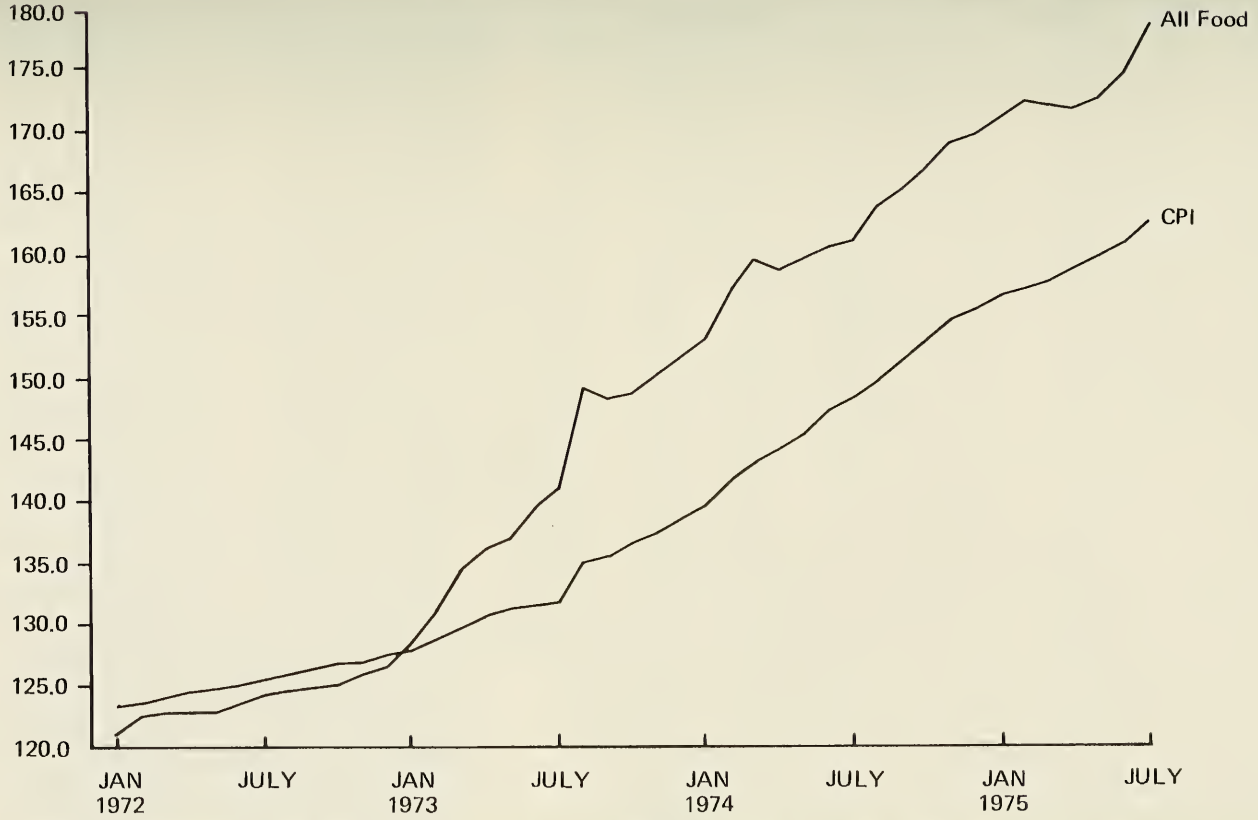

Figure 1. Consumer Price Index and All Food Price Index, 1967=100. (Source: National Food Situation, February 1973, November 1974, and September 1975.)

In the 1973 study, 2,000 questionnaires were mailed to potential respondents. These questionnaires were distributed to the three different classes of counties according to the proportion of population that each class contained. Accordingly, 130 questionnaries were sent to potential respondent "rural" counties, 1,060 to "middle" counties, and 810 to "urban" counties. Since the initial level response was inadequate in several of the counties, a follow-up letter was mailed to those counties with poor rates of response. The follow-up letter was mailed three weeks after the questionnaire to each of the households in the original sample, with instructions to disregard the letter if they had already responded. Of the 2,000 questionnaires sent out in 1973, 450 were returned in a useable form.

In the 1975 study 3,000 questionnaires (copy in Appendix) were sent out in the same manner, assuming that a larger number of questionnaires would preclude the need for a follow-up letter. In this study, 195 questionnaires were sent to "rural" counties, 1,590 to "middle" counties, and 1,215 were sent to "urban" counties. Returns, however, were so inadequate that a similar follow-up letter was sent to each of the 3,000 potential respondents; 420 useable questionnaires were finally returned.

For both studies the questionnaires were mailed in July. They were addressed to the family member most responsible for meat purchasing. Each was asked to report on the consumption of the various meats by his or her household during a seven-day period, either preceeding or following the day the questionnaire was received.

CHANGES IN QUANTITIES PURCHASED AND EXPENDITURES FOR MEATS BY SOCIO-ECONOMIC CATEGORIES

Average one-week beef consumption per capita for the sample of West Virginians increased 7.46 percent during the study period whereas per capita expenditures increased 6.15 percent. Pork consumption per capita, however, was the same in the first sample as the second, despite a 7.87 percent increase in expenditures. For poultry, consumption per capita increased 20 percent and expenditures increased 22.67 percent. Seafood consumption in the 1975 sample was 3.70 percent greater than in the 1973 sample and seafood expenditures increased 29.41 percent.

The socioeconomic characteristics examined in the study included the age, education, and occupation of the principal income earner, household size, and household income. Appendix Tables 1 through 8 show the changes in weekly per capita consumption and expenditures for the four meats in population categories by age of the principal income earner. Appendix Tables 9 through 16 show the same information by education of the principal income earner. Appendix Tables 17-24, 25-32, and 33-40 give consumption and expenditure changes by

occupation, household size, and income. Appendix Table 41 shows the number of responses and percent of households responding by socioeconomic category for July 1975. This information for the 1973 study can be found in a publication by Kuehn and Bias.[11]

Age of the Principal Income Earner

Beef. Households in the 35-44, 45-54, and the under 25 years age categories of principal income earner increased their beef consumption to a greater extent than the other age categories. Households whose principal income earner was in the 25-34-year-old group or in the over 65 category decreased per capita consumption and expenditures in July 1975 compared to July 1973.

Pork. The largest increase in pork consumption was by households whose principal income earner was under 25 years old. The largest decrease in pork consumption per capita occurred in the 25-34-year-old category.

Poultry. The only age category of principal income earners with decreased average per capita consumption of poultry was the under 25-year-old group. Households in this category consumed 10.34 percent less poultry in the 1975 study than in the 1973 sample. They also decreased expenditures by 28.41 percent. All of the other age categories had increased consumption per capita during the study period.

Seafood. Only two age categories showed an increase in per capita seafood consumption. The 25-34- and the 55-64-year-old principal income earners' households increased consumption per capita by 33.33 percent. The under 25 category decreased per capita consumption by over 51 percent in the two-year period.

Education of the Principal Income Earner

Beef. Respondents in only one educational category reported a decrease in per capita consumption and expenditures for beef. The college graduate category of principal income earners decreased one-week per capita consumption by 12.5 percent between 1973 and 1975. These households also spent almost five percent less in 1975 than in 1973. The largest increase in consumption and expenditures during the period was by the 0-7 years of education category of principal income earners (28.57 percent increase in consumption and 31.78 percent increase in expenditures).

Pork. Three educational categories of principal income earners increased per capita consumption as well as expenditures. These included the 9-11, 13-15, and the college post-graduate (over 16 years) category. Over the study period, the remaining educational groups consumed less pork per capita.

[11]Kuehn and Bias, *op. cit.*, Appendix Table 1.

Poultry. The college graduate (16 years) and the grade school graduate (8 years) reported significant increases in per capita poultry consumption over the two-year period. Principal income earners who were college graduates reported an increase in household consumption per capita of almost 81 percent, and they increased expenditures by 104.26 percent. Households in the grade school graduate category increased consumption by 43.94 percent and expenditures by 61.91 percent. The 0-7 and the 9-11 years categories reported decreases in per capita consumption.

Seafood. Households in the 0-7 years of education category reported the greatest increase in seafood consumption per person. Families in this category consumed 120 percent more per capita in 1975 than in 1973. They also increased expenditures by 60 percent per capita. The 9-11 and the over 16 years categories decreased per capita consumption of seafood between the study years.

Occupation of the Principal Income Earner

Beef. Of all occupational categories, only four–principal income earners employed as machine operators, craftsmen, retired, and self-employed–reported decreases in per capita consumption of beef and expenditures. The unemployed, sales and clerical, and the white collar categories showed the largest percentage increases in beef consumption. Note, however, that a very small number of respondents were in the unemployed category (10 respondents or 2.38 percent of the sample in 1975).

Pork. Seven occupational categories–housewife, laborer, unemployed, white collar, service worker, craftsmen, and sales and clerical–decreased per capita pork consumption in 1975 compared to the 1973 survey. All of the other categories reported increases over the study period.

Poultry. Only four categories of principal income earners–housewife, unemployed, service worker, and craftsmen–decreased poultry consumption per capita. All of the other categories increased poultry consumption, with farmers, sales and clerical, and white collar workers showing greater increases over the study period.

Seafood. Of all of the occupations of principal income earners, four reported decreasing seafood consumption per capita over the two-year period: farmer, professional, laborer, and service worker categories. All of the remaining occupational groups either maintained the 1973 levels of consumption or increased them by 1975.

Household Size

Beef. Households of all family sizes increased their per capita consumption of beef with the exception of single households and families of seven members. These categories reported decreases in per capita consumption in July 1975

compared to July 1973. The largest number of respondents were in the two-, three-, and four-member family size categories. These respondents reported increases in per capita consumption of beef of 3.21, 11.72, and 14.29 percent, respectively.

Pork. Family sizes of one, two, and six members decreased per capita consumption of pork between the two study years while all other categories increased or maintained the same levels of per capita consumption. Only one ten-member family responded to the questionnaire and this family consumed no pork during the one-week period associated with the 1975 study.

Poultry. All but two family size groups increased per capita consumption of poultry between July 1973 and July 1975. Six- and seven-member families decreased per capita consumption of poultry by 9.43 and 23.94 percent, respectively.

Seafood. Only three family size groups—one-member, four-member, and eight-member—increased average per capita consumption of seafood. All other size categories either decreased or maintained the same levels as in 1973.

Household Income

Beef. Only one income category reported a decrease in beef consumption. The $10,000-$14,999 category decreased one week per capita consumption between July 1973 and July 1975 by 4 percent. The largest increases in beef consumption per capita were exhibited by the $1,000-$4,999 and the $25,000 and over categories (23.47 and 2.13 percent, respectively).

Pork. The under $1,000 and the $25,000 and over categories reported increases in average per capita consumption of 27.50 and 58.54 percent. All others decreased per capita pork consumption over the study period.

Poultry. All income categories of households increased poultry consumption over the study period. The largest of these increases were realized by the under $1,000, the $15,000-$24,999, and the $1,000-$4,999 households.

Seafood. All but the two highest household income categories increased per capita seafood consumption. The $15,000-$24,999 and the over $25,000 households decreased consumption by 9.09 and 36.11 percent, respectively. The largest increase was exhibited by the under $1,000 category, but only 12 respondents (2.86 percent of the sample) fell into this category.

EVALUATION OF RESULTS

Quantities of Meat Purchased

Table 1 summarizes the changes in one-week per capita consumption (quantity purchased) of the four meats by population categories. Statewide, the sample results showed increases in beef, poultry, and seafood consumption and

TABLE 1

Changes in Sample One-Week Per Capita Consumption of Meats, July 1973 to July 1975, By Population Categories in West Virginia.

	State			Rural			Middle			Urban		
Meat	1973 lbs.	1975 lbs.	% Change	1973 lbs.	1975 lbs.	% Change	1973 lbs.	1975 lbs.	% Change	1973 lbs.	1975 lbs.	% Change
Beef	1.34	1.55	7.5	1.11	1.19	6.3	1.28	1.34	4.7	1.49	1.57	5.4
Pork	0.61	0.61	0.0	0.72	0.55	-23.6	0.65	0.65	0.0	0.53	0.57	7.5
Poultry	0.70	0.84	20.0	0.86	0.66	-23.3	0.71	0.86	21.1	0.64	0.84	31.3
Seafood	0.27	0.28	3.7	0.25	0.22	-12.0	0.28	0.26	-7.1	0.26	0.32	23.1

no change in pork consumption. In "rural" areas, however, pork, poultry, and seafood consumption decreased while the quantity of beef purchased increased. The greatest increase was for poultry (31.3 percent), followed by seafood (23.1 percent), pork (7.5 percent), and beef (5.4 percent). In the "middle" population areas, beef and poultry consumption increased, pork purchases remained the same, and seafood consumption decreased between July 1973 and July 1975.

Table 2 compares per capita consumption in the sample to estimates of changes in the United States. Consumption of pork, poultry, and seafood declined between 1973 and 1975 in the United States while West Virginians consumed the same amount of pork and increased both poultry and seafood consumption per capita. U.S. consumption of beef increased 12.6 percent while sample consumption only increased 7.5 percent. While "urban" areas of West Virginia increased consumption of each of the meats, "rural" areas of the state more closely followed the nationwide trends of increases in beef consumption and decreases in the purchases of pork, poultry, and seafood.

TABLE 2
Comparison of Sample One-Week Consumption Per Capita and U.S. Average Per Capita Consumption of Meats 1973-1975.

	1973	1975	(Percent) Change
Beef			
Sample Consumption Per Capita	1.34 lb.	1.44 lb.	7.5
U.S. Consumption Per Capita[a] (third quarter)	19.8 lb.	23.3 lb.	12.6
Pork			
Sample Consumption Per Capita	0.61 lb.	0.61 lb.	0
U.S. Consumption Per Capita[a] (third quarter)	13.0 lb.	11.8 lb.	-9.23
Poultry			
Sample Consumption Per Capita	0.70 lb.	0.84 lb.	20.0
U.S. Consumption Index (Year)[b]	107	105	-1.9
Seafood			
Sample Consumption Per Capita	0.27 lb.	0.28 lb.	3.7
U.S. Consumption Index (Year Preliminary)	117	112	-4.3

[a] *Livestock and Meat Situation,* ERS - USDA Bulletin L.M.S. 205 - October 1975.

[b] *National Food Situation,* ERS - USDA Bulletin NFS-153, September 1975.

Per Capita Expenditures

Table 3 summarizes changes in per capita expenditures by population categories for the four meats. Expenditures increased statewide for each of the meats studied. Total expenditures (the sum of per capita expenditures for each meat) increased 11.7 percent for the entire sample. "Middle" and "urban" areas of the state increased total meat expenditures 13.0 and 11.6 percent, respectively, but "rural" respondents decreased total expenditures over the study period.

Table 4 indicates changes in U.S. retail prices for meats. Indexes showed the largest increase was for pork (33.6 percent), followed by seafood (23.9 percent), beef (13.5 percent), and poultry (11.8 percent). The large increase in the price of pork may have been associated with the relatively small increase in pork expenditures. However, U.S. seafood prices also showed a relatively large increase while seafood expenditures by West Virginians increased by a greater percentage. Again, in the case of poultry, U.S. prices increased by 11.8 percent while sample respondents increased expenditures by 22.7 percent.

Expenditures and Income

Per capita income of sample respondents in the state increased by an average of 25.4 percent between July 1973 and July 1975 (Table 5).

Respondents in "rural" areas of the State reported a 30.4 percent increase, "middle" population areas increased by 16.8 percent and "urban" West Virginians indicated earnings of 26.5 percent more per person as of July, 1975 than in 1973.

The increase nationwide in per capita income was only 17.8 percent between the study years. This increase was exceeded by all but "middle" areas of West Virginia. It should be noted, however, that the U.S. average per capita income was about 55 percent higher than that of West Virginians sampled in this study in 1975.

Data in Table 6 show per capita meat expenditures as a percent of per capita income for 1975 compared to 1973.[12] For the state as a whole and for each of the population areas, expenditures for meat as a percent of income decreased between 1973 and 1975.

The greatest decrease was in the proportion of income spent for beef (-15.4 percent). The proportion of income spent for pork decreased 13.3 percent, the proportion spent for poultry remained the same (.025 percent) and the proportion of income spent on seafood increased slightly over the study period (9.1 percent).

[12]It should be noted that the expenditures for one week were taken as a percentage of annual per capita income. This resulted in relatively small percentages. The relationships, however, should not have been affected.

TABLE 3
Changes in Sample One-Week Per Capita Expenditures For Meats, July 1973 to July 1975, By Population Categories in West Virginia.

	State			Rural			Middle			Urban		
Meat	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Beef	$1.95	$2.07	6.2	$1.53	$1.61	5.2	$1.80	$1.93	7.2	$2.25	$2.27	0.9
Pork	0.89	0.96	7.9	0.99	0.96	-3.0	0.91	1.00	9.9	0.84	0.93	10.7
Poultry	0.75	0.92	22.7	0.89	0.64	-28.1	0.71	0.94	32.4	0.74	0.93	25.7
Seafood	0.34	0.44	29.4	0.34	0.29	-14.7	0.35	0.39	11.4	0.32	0.50	56.3
Total	$3.93	$4.39	11.7	$3.75	$3.50	-6.7	$3.77	$4.26	13.0	$4.15	$4.63	11.6

TABLE 4
U.S. Price Index Number Changes for Meats 1973-75.

Meat	July 1973	July 1975	% Change
Beef	164.3	186.4	13.5
Pork	153.4	204.9	33.6
Poultry	154.6	172.8	11.8
Seafood	163.8	202.9	23.9

Source: *National Food Situation,* USDA Bulletin NFS-146, November 1975, 1969 = 100

TABLE 5
Per Capita Income

	1973	1975	% Change
Rural	$2,200.24	$2,868.42	30.4
Middle	2,979.35	3,479.17	16.8
Urban	3,279.95	4,148.07	26.5
State	2,982.96	3,740.60	25.4
U.S.[a]	4,934.72	5,812.69	17.8

[a]Derived from total personal income: *Survey of Current Business,* Bureau of Economic Analysis, U.S. Dept. of Commerce, Vol. 55, No. 8, August 1975 and Vol. 54, No. 6, June 1974 and U.S. population estimates: *Current Population Reports,* Series P-25, No. 612, November 1975

Table 7 compares real per capita income for the two study years. Real income indicates the amount of goods and services a given absolute income will buy. It is determined by adjusting for changes in the consumer price index.[13]

The amount of goods and services that sample respondents could buy in 1975 was only 2.5 percent greater than in 1973. For the U.S., however, real income decreased. Real incomes in "rural" areas of the state increased 6.6 percent and "urban" areas increased 3.4 percent. "Middle" population areas, however, suffered a 4.5 percent decline in the amount of goods and services that could be purchased.

Table 8 shows real per capita meat expenditures as a percent of real income—the proportion of real income that is spent on meats. Percentage changes between 1973 and 1975 indicate differences in spending habits which were not due to price changes.

[13]Real income equals absolute income divided by the consumer price index for that time period and multiplied by 100.

TABLE 6
One-Week Sample Per Capita Meat Expenditures as a Percent of Annual Per Capita Income By Population in West Virginia, July 1973 and July 1975.

	State			Rural			Middle			Urban		
Meat	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
						Percent						
Beef	.065	.055	-15.4	.070	.056	-20.0	.060	.055	-8.3	.069	.055	-20.3
Pork	.030	.026	-13.3	.045	.033	-26.7	.031	.030	-3.2	.026	.022	-15.4
Poultry	.025	.025	0.0	.040	.022	-45.0	.024	.027	12.5	.023	.022	-4.3
Seafood	.011	.012	9.1	.015	.010	-33.0	.012	.011	-8.3	.010	.012	20.0
Total	.132	.117	-11.4	.170	.122	-28.2	.127	.122	-3.9	.127	.112	-11.8

TABLE 7
Real Per Capita Income

	1973	1975	% Change
Rural	$1,658.06	$1,767.36	6.6
Middle	2,245.18	2,143.67	-4.5
Urban	2,471.70	2,555.80	3.4
State	2,247.90	2,304.74	2.5
U.S.	3,718.70	3,581.45	-3.7

C.P.I.: July 1973 = 132.7
July 1975 = 162.3

TABLE 8

Changes in One-Week Sample Per Capita Meat Expenditures as a Percent of Annual Real Per Capita Income By Population Categories in West Virginia, July 1973 to July 1975[a].

	State			Rural			Middle			Urban		
Meat	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Beef	.053	.048	-9.4	.056	.049	-12.5	.049	.049	0.0	.055	.039	-29.1
Pork	.026	.020	-23.1	.039	.028	-28.2	.026	.023	-11.5	.022	.018	-18.2
Poultry	.022	.023	4.5	.035	.021	-40.0	.020	.025	25.0	.019	.021	10.5
Seafood	.009	.010	11.1	.013	.008	-38.5	.009	.009	0.0	.008	.010	25.0
Total	.110	.101	-8.2	.143	.105	-26.6	.105	.105	0.0	.105	.096	-8.6

[a]Real per capita meat expenditures were determined by deflating the actual expenditures on each meat by its respective retail price index in Table 4.

The meat expenditures proportion of real income declined for the state. About 8.2 percent less real income was spent on meat in 1975 than in 1973. "Rural" households in the state decreased the meat expenditure proportion of their incomes by almost 27 percent. "Urban" households decreased real meat expenditures by 8.6 percent and residents of "middle" population areas spent about the same for meat in July 1973 as in July 1975.

In "rural" areas of the state, all meat expenditures as a proportion of real income declined. In the "middle" population areas, the beef and seafood proportions remained stable, the pork proportion decreased, and real poultry expenditures as a percent of real income increased. "Urban" areas followed the state behavior of decreasing real beef and pork expenditures and increasing real poultry and seafood expenditures as a proportion of real income.

CONCLUSIONS

Based on the sample survey of West Virginians, between July 1973 and July 1975:

A. Average one-week per capita consumption of beef, poultry, and seafood increased and pork consumption remained the same for the state as a whole.
   1. U.S. per capita consumption declined for pork, poultry, and seafood and increased for beef.
   2. "Rural" respondents decreased pork, poultry, seafood, and beef consumption.

B. Average one-week per capita expenditures for all meats increased an average of 11.7 percent in the state.
   1. "Rural" household expenditures for meat declined by 6.7 percent; "middle" and "urban" areas increased meat expenditures.
   2. U.S. prices of meats increased, ranging from 11.8 percent (poultry) to 33.6 percent (pork).

C. Average one-week per capita income increased 25.4 percent for the state.
   1. Per capita income was higher in "urban" and "middle" areas than in "rural" population areas.
   2. "Rural" per capita income increased 30.4 percent compared to 16.8 and 26.5 percent in "middle" and "urban" areas.
   3. U.S. per capita income increased 17.8 percent during the period.

D. Average one-week per capita meat expenditures declined as a proportion of per capita income by 11.4 percent for the state.
   1. "Rural" area households reported a decline of 28.2 percent.
   2. The proportion of per capita income spent by households on meats declined 3.9 percent in "middle" areas and 11.8 percent in "urban" areas.

E. Average real income increased for the state, primarily in "rural" population areas.
   1. Average "urban" and "middle" real incomes were much higher absolutely than those of "rural" areas.
   2. "Middle" population areas, however, exhibited declines in average real income.
   3. U.S. average real income declined.

F. Real meat expenditures as a proportion of real income declined for the state.
   1. In terms of beef and pork consumption, consumers were better off. Less of their real incomes was spent on beef and pork while actual consumption of beef and pork increased or remained the same. Also, since less real income was spent on beef and pork, an additional amount of other goods and services could be purchased.
   2. However, an additional proportion of real income was spent on poultry and seafood in the latter study period. In this situation consumers spent more of their real incomes for the increased consumption.
   3. "Urban" households followed this trend; those in "rural" areas decreased their real expenditures on all meats as a proportion of real income.

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Appendix

APPENDIX TABLE 1
Changes in One-Week Per Capita Consumption of Beef, July 1973 to July 1975, in West Virginia Population Categories by Age of Principal Income Earner

Age of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 25	1.35	1.54	14.07	1.94	1.83	-5.67	1.33	1.22	-8.27	1.14	1.66	45.61
25 - 34	1.28	1.27	-0.78	1.00	1.07	7.00	1.32	1.16	-12.12	1.31	1.45	10.69
35 - 44	1.14	1.31	14.91	0.80	1.02	27.50	1.16	1.36	17.24	1.25	1.33	6.40
45 - 54	1.48	1.69	14.19	1.23	1.88	52.85	1.44	1.63	13.19	1.59	1.74	9.43
55 - 64	1.33	1.45	9.02	0.27	0.73	170.37	1.28	1.24	-3.13	1.61	1.68	4.35
65 and over	1.45	1.32	-8.97	1.73	0.94	-45.67	1.09	1.25	14.68	1.69	1.44	-14.79
Average	1.34	1.44	7.46	1.11	1.18	6.31	1.28	1.34	4.69	1.49	1.57	5.37

APPENDIX TABLE 2
Changes in One-Week Per Capita Expenditures of Beef, July 1973 to July 1975, in West Virginia Population Categories by Age of Principal Income Earner

Age of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 25	2.46	1.97	-19.92	2.50	2.83	13.20	2.13	1.61	-24.41	2.79	2.04	-26.88
25 - 34	1.89	1.79	-5.29	1.81	1.37	-24.31	1.89	1.48	-21.69	1.89	2.27	20.11
35 - 44	1.58	1.93	22.15	1.10	1.55	40.91	1.54	1.82	18.18	1.82	2.08	14.29
45 - 54	2.20	2.46	11.82	1.36	2.55	87.50	2.13	2.35	10.33	2.46	2.56	4.07
55 - 64	1.91	2.16	13.09	0.60	0.91	51.67	1.68	1.98	17.86	2.45	2.41	-1.63
65 and over	1.98	1.84	-7.07	2.15	1.19	-44.65	1.61	1.91	18.63	2.32	1.85	-20.26
Average	1.95	2.07	6.15	1.53	1.61	5.23	1.80	1.93	7.22	2.25	2.27	0.89

APPENDIX TABLE 3

Changes in One-Week Per Capita Consumption of Pork, July 1973 to July 1975, in West Virginia Population Categories by Age of Principal Income Earner

Age of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 25	0.48	0.59	22.92	0.50	0.50	–	0.72	0.78	8.33	0.22	0.51	131.82
25 - 34	0.61	0.54	-11.48	0.60	0.51	-15.00	0.62	0.53	-14.52	0.59	0.56	-5.09
35 - 44	0.49	0.50	2.04	0.48	0.64	33.33	0.55	0.55	–	0.42	0.43	2.38
45 - 54	0.61	0.60	-1.64	0.61	0.44	-27.87	0.65	0.68	4.62	0.56	0.53	-5.36
55 - 64	0.68	0.69	1.47	0.60	0.63	5.00	0.79	0.69	-12.66	0.59	0.69	16.95
65 and Over	0.68	0.67	-1.47	1.15	0.63	-45.22	0.58	0.76	31.03	0.51	0.59	15.69
Average	0.61	0.61	–	0.72	0.55	-23.61	0.65	0.65	–	0.53	0.57	7.55

APPENDIX TABLE 4

Changes in One-Week Per Capita Expenditures of Pork, July 1973 to July 1975, in West Virginia Population Categories by Age of Principal Income Earner.

Age of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 25	0.79	0.98	24.05	1.06	1.50	41.51	0.94	1.11	18.09	0.55	0.85	54.55
25 - 34	0.88	0.88	–	0.79	0.89	12.66	0.90	0.81	-10.00	0.89	0.96	7.87
35 - 44	0.73	0.78	6.85	0.67	1.07	59.70	0.78	0.84	7.69	0.68	0.69	1.47
45 - 54	0.88	0.96	9.09	0.86	0.85	-1.16	0.95	1.13	18.95	0.82	0.81	-1.22
55 - 64	0.99	1.11	12.12	1.05	0.70	-33.33	0.96	1.07	11.46	1.00	1.17	17.00
65 and Over	0.97	1.00	3.09	1.39	1.13	-18.71	0.92	1.05	14.13	0.78	0.92	17.95
Average	0.89	0.96	7.87	0.99	0.96	-3.03	0.91	1.00	9.89	0.84	0.93	10.71

APPENDIX TABLE 5

Changes in One-Week Per Capita Consumption of Poultry, July 1973 to July 1975, in West Virginia Population Categories by Age of Principal Income Earner

Age of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 25	0.58	0.52	-10.34	0.72	0.17	-76.39	0.73	0.55	-24.66	0.36	0.55	52.78
25 - 34	0.53	0.66	24.53	0.91	0.76	-16.48	0.53	0.54	1.89	0.40	0.78	95.00
35 - 44	0.60	0.72	20.00	0.55	0.70	27.27	0.60	0.68	13.33	0.62	0.75	20.97
45 - 54	0.69	0.86	24.64	1.00	0.43	-57.00	0.58	1.00	72.41	0.73	0.77	5.48
55 - 64	0.81	0.90	11.11	0.76	0.38	-50.00	0.93	0.87	-6.45	0.71	0.96	35.21
65 and Over	0.93	1.11	19.35	1.03	1.02	-0.97	0.94	1.23	30.85	0.85	1.00	17.65
Average	0.70	0.84	20.00	0.86	0.66	-23.26	0.71	0.86	21.13	0.64	0.84	31.25

APPENDIX TABLE 6

Changes in One-Week Per Capita Expenditures of Poultry, July 1973 to July 1975, in West Virginia Population Categories by Age of Principal Income Earner

Age of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 25	0.88	0.63	-28.41	1.17	0.17	-85.47	0.86	0.78	-9.30	0.78	0.61	-21.80
25 - 34	0.59	0.73	23.73	0.99	0.67	-32.32	0.59	0.61	3.39	0.45	0.89	97.78
35 - 44	0.65	0.79	21.54	0.66	0.75	13.64	0.59	0.74	25.42	0.73	0.84	15.07
45 - 54	0.68	0.87	27.94	0.78	0.43	-44.87	0.65	1.02	56.92	0.70	0.75	7.14
55 - 64	0.78	0.96	23.08	0.81	0.38	-53.09	0.77	1.02	32.47	0.78	0.95	21.80
65 and Over	1.10	1.33	20.91	1.04	1.02	-1.92	1.03	1.30	26.21	1.21	1.41	16.53
Average	0.75	0.92	22.67	0.89	0.64	-28.09	0.71	0.94	32.39	0.74	0.93	25.68

APPENDIX TABLE 7

Changes in One-Week Per Capita Consumption of Seafood, July 1973 to July 1975, in West Virginia Population Categories by Age of Principal Income Earner

Age of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 25	0.39	0.19	-51.28	0.31	0.17	-45.16	0.60	0.11	-81.67	0.21	0.22	4.76
25 - 34	0.21	0.28	33.33	0.14	0.36	157.14	0.25	0.24	-4.00	0.20	0.31	55.00
35 - 44	0.26	0.24	-7.69	0.20	0.41	105.00	0.28	0.17	-39.29	0.25	0.26	4.00
45 - 54	0.33	0.32	-3.03	0.29	0.10	-65.52	0.32	0.33	3.13	0.35	0.33	-5.71
55 - 64	0.24	0.32	33.33	0.11	—	—	0.25	0.25	—	0.27	0.40	48.15
65 and Over	0.26	0.25	-3.85	0.43	0.06	-86.05	0.21	0.28	33.33	0.20	0.23	15.00
Average	0.27	0.28	3.70	0.25	0.66	164.00	0.28	0.26	-7.14	0.26	0.32	23.08

APPENDIX TABLE 8

Changes in One-Week Per Capita Expenditures of Seafood, July 1973 to July 1975, in West Virginia Population Categories by Age of Principal Income Earner

Age of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 25	0.57	0.35	-38.60	0.58	0.17	-70.69	0.76	0.28	-63.16	0.38	0.41	7.90
25 - 34	0.30	0.42	40.00	0.21	0.51	142.86	0.38	0.32	-15.79	0.23	0.51	121.74
35 - 44	0.30	0.39	30.00	0.30	0.48	60.00	0.28	0.25	-10.71	0.31	0.49	58.07
45 - 54	0.42	0.48	14.29	0.43	0.10	-76.74	0.41	0.52	26.83	0.43	0.48	11.63
55 - 64	0.31	0.46	48.39	0.17	–	–	0.30	0.38	26.67	0.35	0.57	62.86
65 and Over	0.30	0.41	36.67	0.50	0.06	-88.00	0.28	0.42	50.00	0.20	0.44	120.00
Average	0.34	0.44	29.41	0.34	0.64	88.24	0.35	0.39	11.43	0.32	0.50	56.25

APPENDIX TABLE 9

Changes in One-Week Per Capita Consumption of Beef, July 1973 to July 1975, in West Virginia Population Categories by Education of Principal Income Earner

Education of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
0 - 7 years	0.91	1.17	28.57	0.56	0.67	19.64	1.16	1.04	-10.35	1.13	1.50	32.74
8	1.06	1.21	14.15	1.37	0.90	-34.31	0.67	1.20	79.11	1.82	1.29	-29.12
9 - 11	1.22	1.31	7.38	0.98	1.81	84.69	1.19	1.27	6.72	1.32	1.17	-11.36
12	1.47	1.47	–	1.07	1.03	-3.74	1.48	1.36	-8.11	1.60	1.60	–
13 - 15	1.50	1.75	16.67	1.50	1.36	-9.33	1.47	1.89	28.57	1.53	1.69	10.46
16	1.52	1.33	-12.50	1.79	–	–	1.43	1.30	-9.09	1.54	1.37	-11.04
More than 16	1.42	1.59	11.97	0.88	1.63	85.23	1.59	1.29	-18.87	1.32	1.80	36.36
Average	1.34	1.44	7.46	1.11	1.18	6.31	1.28	1.34	4.69	1.49	1.57	5.37

APPENDIX TABLE 10

Changes in One-Week Per Capita Expenditures of Beef, July 1973 to July 1975, in West Virginia Population Categories by Education of Principal Income Earner

Education of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
0 - 7 years	1.29	1.70	31.78	0.99	1.00	1.01	1.48	1.75	18.24	1.49	1.78	19.46
8	1.41	1.65	17.02	1.53	1.30	-15.03	0.90	1.71	90.00	2.77	1.62	-41.52
9 - 11	1.84	1.88	2.17	1.51	2.19	45.03	1.75	1.94	10.86	2.05	1.61	-21.46
12	2.08	2.16	3.85	1.41	1.50	6.38	1.99	1.97	-1.01	2.48	2.38	-4.03
13 - 15	2.26	2.45	8.41	2.35	1.69	-28.09	2.26	2.75	21.68	2.24	2.30	2.68
16	2.21	2.10	-4.98	3.21	–	–	2.28	1.71	-25.00	2.08	2.56	23.08
More than 16	2.19	2.24	2.28	2.13	2.38	11.74	2.27	1.54	-32.16	2.15	2.72	26.51
Average	1.95	2.07	6.15	1.53	1.61	5.23	1.80	1.93	7.22	2.25	2.27	0.89

APPENDIX TABLE 11

Changes in One-Week Per Capita Consumption of Pork, July 1973 to July 1975, in West Virginia Population Categories by Education of Principal Income Earner

Education of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
0 - 7 years	0.79	0.67	-15.19	0.77	0.42	-45.45	0.73	0.72	-1.37	0.85	0.66	-22.35
8	0.68	0.59	-13.24	0.98	0.86	-12.25	0.65	0.59	-9.23	0.43	0.55	27.91
9 - 11	0.55	0.73	32.73	0.27	0.42	55.56	0.60	0.89	48.33	0.56	0.50	-10.71
12	0.63	0.56	-11.11	0.72	0.51	-29.17	0.68	0.57	-16.18	0.53	0.57	7.55
13 - 15	0.57	0.61	7.02	0.38	0.75	97.37	0.63	0.67	6.35	0.57	0.57	–
16	0.56	0.53	-5.36	0.38	–	–	0.29	0.49	68.97	0.74	0.58	-21.62
More than 16	0.51	0.58	13.73	0.63	0.63	–	0.80	0.62	-22.50	0.33	0.56	69.70
Average	0.61	0.61	–	0.72	0.55	-23.61	0.65	0.65	–	0.53	0.57	7.55

APPENDIX TABLE 12

Changes in One-Week Per Capita Expenditures of Pork, July 1973 to July 1975, in West Virginia Population Categories by Education of Principal Income Earner

Education of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
0 - 7 years	1.18	0.96	-18.64	1.34	0.92	-31.34	0.97	1.01	4.12	1.17	0.89	-23.93
8	0.96	0.92	-4.17	1.27	1.15	-9.45	0.88	0.90	2.27	0.83	0.93	12.05
9 - 11	0.83	1.24	49.40	0.33	0.80	142.42	0.80	1.56	95.00	1.00	0.72	-28.00
12	0.87	0.94	8.05	0.90	0.89	-1.11	0.88	0.94	6.82	0.82	0.94	14.63
13 - 15	0.88	1.02	15.91	0.53	1.25	135.85	0.95	1.06	11.58	0.90	0.97	7.78
16	0.84	0.87	3.57	0.54	—	—	0.59	0.72	22.03	1.01	1.04	2.97
More than 16	0.83	0.80	-3.61	1.13	1.13	—	1.24	0.70	-43.55	0.57	0.86	50.88
Average	0.89	0.96	7.87	0.99	0.96	-3.03	0.91	1.00	9.89	0.84	0.93	10.71

APPENDIX TABLE 13

Changes in One-Week Per Capita Consumption of Poultry, July 1973 to July 1975, in West Virginia Population Categories by Education of Principal Income Earner

Education of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
0 - 7 years	0.77	0.76	-1.30	0.74	0.78	5.41	0.91	0.75	-17.58	0.68	0.78	14.71
8	0.66	0.95	43.94	0.97	0.84	-13.40	0.56	0.95	69.64	0.59	0.96	62.71
9 - 11	0.89	0.86	-3.37	1.23	0.23	-18.30	0.86	1.04	20.93	0.85	0.72	-15.29
12	0.69	0.79	14.49	0.71	0.66	-7.04	0.68	0.83	22.06	0.69	0.77	11.59
13 - 15	0.68	0.87	27.94	1.05	1.03	-1.90	0.72	0.74	2.78	0.58	0.95	63.79
16	0.42	0.76	80.95	0.88	—	—	0.33	0.64	103.03	0.43	0.86	100.00
More than 16	0.78	0.96	23.08	0.38	0.63	65.79	1.00	1.05	5.00	0.66	0.91	37.88
Average	0.70	0.84	20.00	0.86	0.66	-23.26	0.71	0.86	21.13	0.64	0.84	31.25

APPENDIX TABLE 14

Changes in One-Week Per Capita Expenditures of Poultry, July 1973 to July 1975, in West Virginia Population Categories by Education of Principal Income Earner

Education of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
0 - 7 years	0.85	0.79	-7.06	0.84	0.94	11.91	0.91	0.80	-12.09	0.81	0.72	-11.11
8	0.63	1.02	61.91	0.92	0.73	-20.65	0.51	1.04	103.92	0.66	1.03	56.06
9 - 11	0.87	0.91	4.60	0.93	0.31	-66.67	0.84	1.09	29.76	0.90	0.78	-13.33
12	0.79	0.86	8.86	0.73	0.59	-19.18	0.67	0.98	46.27	1.00	0.80	-20.00
13 - 15	0.77	0.87	12.99	1.33	0.97	-27.07	0.89	0.81	-8.99	0.58	0.91	56.90
16	0.47	0.96	104.26	1.04	–	–	0.44	0.75	70.46	0.43	1.20	179.07
More than 16	0.78	1.17	50.00	0.88	0.63	-28.41	0.97	0.98	1.03	0.67	1.33	98.51
Average	0.75	0.92	22.67	0.89	0.64	-28.09	0.71	0.94	32.39	0.74	0.93	25.68

APPENDIX TABLE 15

Changes in One-Week Per Capita Consumption of Seafood, July 1973 to July 1975, in West Virginia Population Categories by Education of Principal Income Earner

Education of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
0 - 7 years	0.10	0.22	120.00	0.13	–	–	0.11	0.17	54.55	0.04	0.36	800.00
8	0.22	0.25	13.64	0.38	0.51	34.21	0.18	0.22	22.22	0.13	0.25	92.31
9 - 11	0.24	0.23	-4.17	0.34	0.18	-47.06	0.24	0.25	4.17	0.20	0.21	5.00
12	0.27	0.29	7.40	0.19	0.27	42.11	0.28	0.27	-3.57	0.29	0.31	6.90
13 - 15	0.33	0.35	6.06	0.17	0.14	-17.65	0.35	0.36	2.86	0.34	0.36	5.88
16	0.25	0.32	28.00	0.46	–	–	0.19	0.22	15.79	0.26	0.42	61.54
More than 16	0.37	0.28	-24.32	0.38	–	–	0.50	0.30	-40.00	0.29	0.28	-3.45
Average	0.27	0.28	3.70	0.25	0.22	-12.00	0.28	0.26	-7.14	0.26	0.32	23.08

APPENDIX TABLE 16

Changes in One-Week Per Capita Expenditures of Seafood, July 1973 to July 1975, in West Virginia Population Categories by Education of Principal Income Earner

Education of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
0 - 7 years	0.15	0.24	60.00	0.24	–	–	0.11	0.24	118.18	0.07	0.30	328.57
8	0.25	0.32	28.00	0.39	0.51	30.77	0.23	0.28	21.74	0.16	0.35	118.75
9-11	0.31	0.39	25.81	0.34	0.18	-47.06	0.28	0.46	64.29	0.32	0.33	3.13
12	0.33	0.46	39.39	0.33	0.39	18.18	0.35	0.45	28.57	0.32	0.49	53.13
13 - 15	0.43	0.54	25.58	0.22	0.25	13.64	0.46	0.51	10.87	0.44	0.58	31.82
16	0.32	0.57	78.13	0.71	–	–	0.25	0.36	44.00	0.34	0.81	138.24
More than 16	0.47	0.44	-6.38	1.13	–	–	0.67	0.33	-50.75	0.33	0.54	63.64
Average	0.34	0.44	29.41	0.34	0.29	-14.71	0.35	0.39	11.43	0.32	0.50	56.25

APPENDIX TABLE 17
Changes in One-Week Per Capita Consumption of Beef, July 1973 to July 1975, in West Virginia Population Categories by Occupation of Principal Income Earner

Occupation of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Farmer	1.16	1.22	5.17	1.04	–	–	1.34	1.22	-8.96	–	–	–
Professor	1.49	1.64	10.07	2.06	1.27	38.35	1.46	1.53	4.80	1.48	1.77	19.60
Housewife	1.22	1.55	27.05	0.98	0.75	23.47	0.81	1.79	120.99	2.50	1.50	-40.00
Laborer	1.02	1.22	19.61	0.65	0.78	20.00	1.08	1.20	11.11	1.15	1.40	21.74
Self-employed	1.73	1.35	-21.97	0.83	1.79	115.66	1.48	1.17	-20.95	2.19	1.49	-31.96
Retired	1.37	1.34	-2.19	1.53	0.93	-39.22	1.13	1.16	2.66	1.67	1.57	-5.99
Unemployed	1.00	1.54	54.00	–	3.50	–	1.33	1.15	-13.53	1.67	1.57	-5.99
White collar	1.39	1.87	34.53	1.50	–	–	1.57	1.90	21.02	1.19	1.46	22.69
Service worker	1.30	1.59	22.31	0.30	–	–	1.29	2.03	57.36	1.29	1.85	43.41
Craftsman	1.35	1.24	-8.15	1.08	–	–	1.23	1.18	-4.07	1.46	1.25	-14.38
Machine Operator	1.36	1.09	-19.85	1.46	0.88	-39.73	1.32	0.83	-37.12	1.52 1.46	1.34 1.38	-11.84 -5.48
Sales and clerical	1.14	1.55	35.96	0.75	2.75	266.67	1.44	1.48	2.78	0.88	1.52	72.73
Average	1.34	1.44	7.46	1.11	1.18	6.31	1.28	1.34	4.69	1.49	1.57	5.37

APPENDIX TABLE 18

Changes in One-Week Per Capita Expenditures of Beef, July 1973 to July 1975, in West Virginia Population Categories by Occupation of Principal Income Earner

Occupation of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Farmer	0.97	2.05	111.34	1.25	–	–	0.55	2.05	272.73	–	–	–
Professor	2.18	2.41	10.55	3.17	1.96	-38.17	2.10	2.06	-1.91	2.16	2.73	26.39
Housewife	1.48	2.28	54.05	1.25	1.75	40.00	0.94	3.25	245.75	3.00	1.67	-44.33
Laborer	1.45	1.69	16.55	0.76	1.10	44.74	1.61	1.67	3.73	1.52	1.93	26.97
Self-employed	2.50	2.10	-16.00	1.13	2.20	94.69	2.05	1.81	-11.71	3.25	2.47	-24.00
Retired	1.90	1.84	-3.16	2.24	0.98	-56.25	1.54	1.67	8.44	2.32	2.11	-9.05
Unemployed	1.96	2.22	13.27	–	4.50	–	3.03	2.08	-31.35	1.56	1.88	20.51
White collar	2.07	2.81	35.75	2.67	–	–	2.01	2.57	27.86	2.07	2.97	43.48
Service worker	1.66	2.31	39.16	0.50	–	–	1.55	2.93	89.03	1.99	1.81	-9.05
Craftsman	2.88	1.80	-37.50	0.76	–	–	1.82	1.63	-10.44	3.10	2.09	-32.58
Machine Operator	2.19	1.37	-37.44	2.52	1.13	-55.16	2.08	1.25	-39.90	2.32	1.55	-33.19
Sales and clerical	1.98	2.33	17.68	0.25	4.25	1,600.00	2.35	2.30	-2.13	1.77	2.25	27.12
Average	1.95	2.07	6.15	1.53	1.61	5.23	1.80	1.93	7.22	2.25	2.27	0.89

APPENDIX TABLE 19

Changes in One-Week Per Capita Consumption of Pork, July 1973 to July 1975, in West Virginia Population Categories by Occupation of Principal Income Earner

Occupation of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Farmer	0.76	1.28	68.42	1.02	–	–	0.39	1.28	228.21	–	–	–
Professor	0.50	0.52	4.00	0.33	0.56	69.70	0.60	0.52	-13.33	0.46	0.51	10.87
Housewife	0.80	0.78	-2.50	0.63	1.25	98.41	0.88	0.38	-56.82	1.00	1.17	17.00
Laborer	0.60	0.56	-6.67	0.64	0.49	-23.44	0.66	0.61	-7.58	0.42	0.49	16.67
Self-employed	0.67	0.74	10.45	0.58	0.69	18.97	0.48	0.75	56.25	0.85	0.75	-11.77
Retired	0.60	0.65	8.33	0.78	0.54	-30.77	0.62	0.68	9.68	0.50	0.63	26.00
Unemployed	0.83	0.67	-19.28	1.63	0.50	-69.33	0.83	0.65	-21.69	0.44	0.73	65.91
White collar	0.54	0.51	-5.56	0.50	–	–	0.66	0.44	-33.33	0.48	0.55	14.58
Service worker	0.90	0.41	-54.44	1.50	–	–	0.86	0.49	-43.02	0.88	0.35	-60.23
Craftsman	0.59	0.55	-6.78	0.47	–	–	0.93	0.64	-31.18	0.40	0.39	-2.50
Machine Operator	0.63	0.79	25.40	0.69	0.55	-20.29	0.60	1.09	81.67	0.75	0.59	-21.33
Sales and clerical	0.65	0.55	-15.38	0.25	0.25	–	0.83	0.55	-33.74	0.51	0.57	11.77
Average	0.61	0.61	–	0.72	0.55	-23.61	0.65	0.65	–	0.53	0.57	7.55

APPENDIX TABLE 20

Changes in One-Week Per Capita Expenditures of Pork, July 1973 to July 1975, in West Virginia Population Categories by Occupation of Principal Income Earner

Occupation of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Farmer	0.85	1.54	81.18	1.16	–	–	0.38	1.54	305.26	–	–	–
Professor	0.80	0.86	7.50	0.50	1.00	100.00	1.01	0.73	-27.72	0.71	0.95	33.80
Housewife	1.16	1.51	30.17	0.90	2.75	205.56	1.25	0.96	-23.20	1.50	1.83	22.00
Laborer	0.89	0.88	-1.12	1.00	0.85	-15.00	0.96	0.98	2.08	0.66	0.74	12.12
Self-employed	0.93	1.16	24.73	0.83	1.19	43.37	0.60	1.20	100.0	1.24	1.10	-11.29
Retired	0.88	0.93	5.68	1.19	0.71	-40.34	0.86	0.91	5.81	0.77	0.96	24.68
Unemployed	1.08	1.39	28.70	1.63	1.50	-7.98	1.33	1.58	18.80	0.56	1.22	117.86
White collar	0.79	0.88	11.39	0.83	–	–	0.74	0.76	2.70	0.82	0.96	17.07
Service worker	1.31	0.65	-50.38	1.90	–	–	1.04	0.68	-34.62	1.62	0.63	-61.11
Craftsman	0.83	0.94	13.25	0.65	–	–	1.13	1.07	-5.31	0.89	0.72	-19.10
Machine operator	0.90	1.16	28.89	0.86	0.80	-6.98	0.88	1.63	85.23	1.07	0.84	-21.50
Sales and clerical	1.00	0.99	-1.00	0.75	0.75	–	1.19	1.03	-13.45	0.83	0.99	19.28
Average	0.89	0.96	7.87	0.99	0.96	-3.03	0.91	1.00	9.89	0.84	0.93	10.71

APPENDIX TABLE 21

Changes in One-Week Per Capita Consumption of Poultry, July 1973 to July 1975, in West Virginia Population Categories by Occupation of Principal Income Earner

Occupation of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Farmer	0.54	1.38	155.56	0.49	–	–	0.62	1.38	122.58	–	–	–
Professor	0.66	0.77	16.67	0.67	0.77	14.93	0.69	0.83	20.29	0.65	0.73	12.31
Housewife	1.20	0.49	-59.17	1.00	0.25	-75.00	1.25	0.79	-36.80	1.50	0.17	-88.67
Laborer	0.58	0.74	27.59	0.76	0.47	-38.16	0.53	0.74	39.62	0.59	0.81	37.29
Self-employed	0.70	0.86	22.86	1.00	0.81	-19.00	0.61	0.82	34.42	0.70	0.92	31.43
Retired	0.88	1.05	19.32	1.09	1.03	-5.51	0.95	0.98	3.16	0.69	1.12	62.32
Unemployed	0.90	0.86	-4.44	0.88	–	–	1.00	0.70	-30.00	0.81	1.16	43.21
White collar	0.54	0.78	44.44	0.50	–	–	0.74	0.82	10.81	0.43	0.75	74.42
Service worker	0.69	0.63	-8.70	0.70	–	–	0.71	0.58	-18.31	0.67	0.67	–
Craftsman	0.77	0.69	-10.39	0.60	–	–	0.82	0.76	-7.32	0.80	0.56	-30.00
Machine Operator	0.75	0.78	4.00	1.39	0.56	-59.71	0.58	0.87	50.00	0.78	0.76	-2.56
Sales and clerical	0.67	1.01	50.75	0.25	0.75	200.00	0.69	1.33	92.75	0.69	0.85	23.19
Average	0.70	0.84	20.00	0.86	0.66	-23.26	0.71	0.86	21.13	0.64	0.84	31.25

APPENDIX TABLE 22
Changes in One-Week Per Capita Expenditures of Poultry, July 1973 to July 1975, in West Virginia Population Categories by Occupation of Principal Income Earner

Occupation of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Farmer	0.46	1.31	184.78	0.56	–	–	0.30	1.31	336.67	–	–	–
Professor	0.67	0.89	32.84	0.83	0.92	10.84	0.72	0.85	18.06	0.64	0.93	45.31
Housewife	1.35	0.93	-31.11	1.00	0.75	-25.00	1.63	1.54	-5.52	1.50	0.17	-88.67
Laborer	0.58	0.76	31.03	0.70	0.39	-44.29	0.53	0.81	52.83	0.60	0.80	33.33
Self-employed	0.75	0.93	24.00	0.93	0.90	-3.23	0.64	0.92	43.75	0.80	0.94	17.50
Retired	0.97	1.24	27.84	1.13	0.91	-24.18	0.92	1.07	16.30	0.99	1.45	46.47
Unemployed	1.05	1.00	-4.76	1.13	–	–	1.00	0.75	25.00	1.06	1.40	32.08
White collar	0.58	0.82	41.38	0.83	–	–	0.66	0.94	42.42	0.53	0.73	37.74
Service worker	0.81	0.58	-28.40	0.90	–	–	0.77	0.48	-37.66	0.84	0.67	-20.24
Craftsman	0.71	0.79	11.27	0.37	–	–	0.80	0.91	13.75	0.76	0.59	-22.37
Machine Operator	0.80	0.77	-3.75	1.50	0.47	-68.67	0.61	0.96	57.38	0.82	0.68	-17.07
Sales and Clerical	1.00	0.95	-5.00	0.75	0.75	–	0.85	1.30	52.94	1.17	0.78	-33.33
Average	0.75	0.92	22.67	0.89	0.64	-28.09	0.71	0.94	32.39	0.74	0.93	25.68

APPENDIX TABLE 23
Changes in One-Week Per Capita Consumption of Seafood, July 1973 to July 1975, in West Virginia Population Categories by Occupation of Principal Income Earner

Occupation of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Farmer	0.20	0.18	-10.00	0.22	–	–	0.17	0.18	5.88	–	–	–
Professor	0.30	0.27	-10.00	0.42	0.20	-52.38	0.31	0.25	-19.36	0.28	0.29	3.57
Housewife	0.28	0.35	25.00	0.40	–	–	0.31	0.58	87.10	–	0.17	–
Laborer	0.21	0.18	-14.29	0.11	0.18	63.64	0.25	0.17	-32.00	0.20	0.19	-5.00
Self-employed	0.17	0.26	52.94	0.17	0.22	29.41	0.23	0.28	21.74	0.12	0.26	116.67
Retired	0.28	0.30	7.14	0.44	0.06	86.36	0.22	0.31	40.91	0.30	0.32	6.67
Unemployed	0.45	0.45	–	–	–	–	0.75	0.53	-29.33	0.38	0.48	26.32
White collar	0.31	0.37	19.35	0.33	–	–	0.26	0.35	34.62	0.34	0.38	11.77
Service worker	0.29	0.20	-31.03	–	–	–	0.27	0.06	-77.78	0.35	0.31	-11.43
Craftsman	0.24	0.24	–	0.09	–	–	0.42	0.17	-59.52	0.17	0.36	111.77
Machine Operator	0.31	0.38	22.58	0.21	0.72	242.86	0.32	0.19	-40.63	0.38	0.44	15.79
Sales and Clerical	0.32	0.33	3.13	0.75	–	–	0.37	0.40	8.11	0.24	0.31	29.17
Average	0.27	0.28	3.70	0.25	0.22	-12.00	0.28	0.26	-7.14	0.26	0.32	23.08

APPENDIX TABLE 24

Changes in One-Week Per Capita Expenditures of Seafood, July 1973 to July 1975, in West Virginia Population Categories by Occupation of Principal Income Earner

Occupation of Principal Income Earner	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Farmer	0.25	0.18	-28.00	0.30	–	–	0.17	0.18	5.88	–	–	–
Professor	0.37	0.45	21.62	0.69	0.34	-50.73	0.35	0.30	-14.29	0.36	0.58	61.11
Housewife	0.34	0.73	114.71	0.54	–	–	0.31	0.83	167.74	–	0.83	–
Laborer	0.29	0.24	-17.24	0.18	0.18	–	0.34	0.24	-29.41	0.26	0.26	–
Self-employed	0.27	0.53	96.30	0.26	0.22	-15.39	0.38	0.56	47.37	0.19	0.56	194.74
Retired	0.32	0.46	43.75	0.51	0.06	-88.24	0.29	0.47	62.07	0.27	0.50	85.19
Unemployed	0.45	0.74	64.44	–	–	–	0.75	0.83	10.67	0.38	0.83	118.42
White collar	0.39	0.53	35.90	0.50	–	–	0.34	0.49	44.12	0.40	0.56	40.00
Service worker	0.38	0.28	-26.32	–	–	–	0.37	0.06	-83.78	0.46	0.45	-2.17
Craftsman	0.28	0.35	25.00	0.09	–	–	0.46	0.29	-36.96	0.24	0.46	91.67
Machine Operator	0.38	0.45	18.42	0.30	0.97	223.33	0.41	0.27	-34.15	0.39	0.45	15.39
Sales and Clerical	0.45	0.49	8.89	1.25	–	–	0.42	0.65	54.76	0.40	0.43	7.50
Average	0.34	0.44	29.41	0.34	0.29	-14.71	0.35	0.39	11.43	0.32	0.50	56.25

APPENDIX TABLE 25

Changes in One-Week Per Capita Consumption of Beef, July 1973 to July 1975, in West Virginia Population Categories by Household Size

Household Size	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
1	1.65	1.53	-7.27	1.40	3.50	150.00	1.65	1.08	-34.55	1.72	1.87	8.72
2	1.56	1.61	3.21	1.67	1.65	-1.20	1.38	1.45	5.07	1.72	1.73	0.58
3	1.28	1.43	11.72	1.35	0.88	-34.81	1.22	1.50	22.95	1.33	1.43	7.52
4	1.19	1.36	14.29	0.62	1.02	64.52	1.27	1.22	-3.94	1.31	1.52	16.03
5	1.08	1.14	5.56	0.81	1.00	23.46	1.09	1.13	3.67	1.21	1.19	-1.65
6	1.08	1.22	12.96	0.21	0.25	19.05	1.14	1.31	14.91	1.33	1.24	-6.77
7	0.90	0.70	-22.22	0.79	–	–	0.85	0.75	-11.77	1.14	0.50	-56.14
8	0.52	1.50	188.46	0.69	1.50	117.39	0.44	–	–	0.44	–	–
9	0.28	0.83	196.43	0.28	–	–	–	0.83	–	–	–	–
10	0.75	1.20	60.00	–	–	–	0.75	–	–	–	1.20	–
Average	1.34	1.44	7.46	1.11	1.18	6.31	1.28	1.34	4.69	1.49	1.57	5.37

APPENDIX TABLE 26

Changes in One-Week Per Capita Expenditures of Beef, July 1973 to July 1975, in West Virginia Population Categories by Household Size

Household Size	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
1	2.75	2.82	2.55	1.90	4.50	136.84	3.00	2.39	-20.33	2.75	3.16	14.91
2	2.37	2.34	-1.27	2.27	2.15	-5.29	1.97	2.10	6.60	2.80	2.54	-9.29
3	1.74	2.01	15.52	1.82	1.31	-28.02	1.67	2.05	22.75	1.82	2.08	14.29
4	1.62	1.88	16.05	0.96	1.52	58.33	1.58	1.66	5.06	1.87	2.09	11.77
5	1.50	1.43	-4.67	1.00	1.16	16.00	1.52	1.46	-3.95	1.74	1.49	-14.37
6	1.35	1.50	11.11	0.21	0.92	338.10	1.42	1.47	3.52	1.70	1.60	-5.88
7	1.34	1.03	-23.13	2.14	–	–	1.12	1.13	0.89	1.71	0.64	-62.57
8	0.48	1.50	212.50	0.56	1.50	167.86	0.69	–	–	0.19	–	–
9	0.28	1.33	375.00	0.28	–	–	–	1.33	–	–	–	–
10	0.95	1.20	26.32	–	–	–	0.95	–	–	–	1.20	–
Average	1.95	2.07	6.15	1.53	1.61	5.23	1.80	1.93	7.22	2.25	2.27	0.89

APPENDIX TABLE 27
Changes in One-Week Per Capita Consumption of Pork, July 1973 to July 1975, in West Virginia Population Categories by Household Size

Household Size	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
1	0.61	0.53	-13.11	0.60	0.50	-16.67	0.62	0.53	-14.52	0.61	0.53	-13.12
2	0.71	0.68	-4.23	0.93	0.60	-35.48	0.75	0.69	-8.00	0.62	0.67	8.07
3	0.64	0.64	–	0.79	0.43	-45.57	0.66	0.73	10.61	0.55	0.53	-3.64
4	0.51	0.54	5.88	0.63	0.52	-17.46	0.52	0.56	7.69	0.46	0.52	13.04
5	0.47	0.54	14.89	0.45	0.66	46.67	0.61	0.54	-11.48	0.28	0.52	85.71
6	0.57	0.45	-21.05	0.54	0.25	-53.70	0.57	0.56	-1.75	0.58	0.35	-39.66
7	0.58	0.74	27.59	0.64	–	–	0.69	0.84	21.74	0.14	0.36	157.14
8	0.48	1.19	147.92	0.56	1.19	112.50	0.56	–	–	0.31	–	–
9	0.94	1.33	41.49	0.94	–	–	–	1.33	–	–	–	–
10	0.55	–	–	–	–	–	0.55	–	–	–	–	–
Average	0.61	0.61	–	0.72	0.55	-23.61	0.65	0.65	–	0.53	0.57	7.55

APPENDIX TABLE 28

Changes in One-Week Per Capita Expenditures of Pork, July 1973 to July 1975, in West Virginia Population Categories by Household Size

Household Size	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
1	0.95	0.96	1.05	0.70	1.50	114.29	0.97	0.95	-2.06	1.00	0.95	-5.00
2	1.03	1.13	9.71	1.33	1.10	-17.29	0.98	1.15	17.35	1.01	1.13	11.88
3	0.97	0.97	–	1.15	0.86	-25.22	1.03	1.08	4.85	0.81	0.79	-2.47
4	0.74	0.82	10.81	0.74	0.81	9.46	0.75	0.78	4.00	0.74	0.85	14.87
5	0.63	0.80	26.98	0.60	1.04	73.33	0.77	0.82	6.49	0.44	0.71	61.36
6	0.78	0.64	-17.95	0.71	0.58	-18.31	0.77	0.71	-7.79	0.82	0.57	-30.49
7	0.74	1.10	48.65	1.71	–	–	0.73	1.21	65.75	0.29	0.64	120.69
8	0.65	1.19	83.08	0.81	1.19	46.91	0.94	–	–	0.19	–	–
9	1.67	1.66	-0.60	1.67	–	–	–	1.67	–	–	–	–
10	0.75	–	–	–	–	–	0.75	–	–	–	–	–
Average	0.89	0.96	7.87	0.99	0.96	-3.0	0.91	1.00	9.89	0.84	0.93	10.71

APPENDIX TABLE 29

Changes in One-Week Per Capita Consumption of Poultry, July 1973 to July 1975, in West Virginia Population Categories by Household Size

Household Size	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
1	0.96	1.21	26.04	1.10	–	–	1.15	1.21	5.22	0.75	1.26	68.00
2	0.82	1.02	24.39	1.07	1.15	7.48	0.92	1.07	16.30	0.65	0.97	49.23
3	0.68	0.76	11.76	0.82	0.50	-39.02	0.64	0.81	26.56	0.69	0.74	7.25
4	0.53	0.64	20.75	0.64	0.65	1.56	0.44	0.62	40.91	0.58	0.64	10.35
5	0.60	0.69	15.00	0.90	0.58	-35.56	0.51	0.72	41.18	0.56	0.68	21.43
6	0.53	0.48	-9.43	0.29	–	–	0.42	0.41	-2.38	0.78	0.61	-21.80
7	0.71	0.54	-23.94	2.14	–	–	0.62	0.59	-4.84	0.32	0.36	12.50
8	0.25	1.06	324.00	0.31	1.06	241.94	–	–	–	0.44	–	–
9	0.17	0.94	452.94	0.17	–	–	–	0.94	–	–	–	–
10	0.25	0.65	160.00	–	–	–	0.25	–	–	–	0.65	–
Average	0.70	0.84	20.00	0.86	0.66	-23.26	0.71	0.86	21.13	0.64	0.84	31.25

APPENDIX TABLE 30

Changes in One-Week Per Capita Expenditures of Poultry, July 1973 to July 1975 in West Virginia Population Categories by Household Size

Household Size	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
1	1.33	1.78	33.84	1.40	–	–	1.03	1.63	58.25	1.58	2.03	28.48
2	0.88	1.06	20.46	1.17	0.95	-18.80	0.98	1.12	14.29	0.70	1.02	45.71
3	0.68	0.77	13.24	0.74	0.50	-32.43	0.63	0.83	21.13	0.73	0.73	–
4	0.55	0.66	20.00	0.70	0.77	10.00	0.47	0.67	42.55	0.58	0.63	8.62
5	0.55	0.68	23.64	0.74	0.54	-27.03	0.51	0.76	49.02	0.53	0.64	20.76
6	0.52	0.51	-1.92	0.29	–	–	0.39	0.43	10.26	0.78	0.68	-12.82
7	0.69	0.74	7.25	2.14	–	–	0.58	0.80	37.93	0.32	0.50	56.25
8	0.21	1.06	404.76	0.56	1.06	89.29	–	–	–	0.06	–	–
9	0.28	1.06	278.57	0.28	–	–	–	1.06	–	–	–	–
10	0.25	0.35	40.00	–	–	–	0.25	–	–	–	0.35	–
Average	0.75	0.92	22.67	0.89	0.64	-28.09	0.71	0.94	32.39	0.74	0.93	25.68

APPENDIX TABLE 31
Changes in One-Week Per Capita Consumption of Seafood, July 1973 to July 1975, in West Virginia Population Categories by Household Size

Household Size	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
1	0.26	0.37	42.31	0.20	–	–	0.35	0.39	11.43	0.19	0.37	94.74
2	0.35	0.35	–	0.38	0.20	-47.37	0.36	0.30	-16.67	0.33	0.40	21.21
3	0.29	0.24	-17.24	0.23	0.17	-26.09	0.32	0.24	-25.00	0.27	0.26	-3.70
4	0.18	0.26	44.44	0.26	0.40	53.85	0.18	0.24	33.33	0.16	0.64	300.00
5	0.20	0.17	-15.00	0.13	0.12	-7.69	0.17	0.18	5.88	0.29	0.17	-41.38
6	0.20	0.20	–	0.13	–	–	0.18	0.11	-38.89	0.25	0.33	32.00
7	0.23	0.11	-52.17	0.21	–	–	0.15	0.09	-40.00	0.50	0.21	-58.00
8	0.21	0.69	228.57	0.31	0.69	122.58	–	–	–	0.31	–	–
9	–	0.28	–	–	–	–	–	0.28	–	–	–	–
10	0.25	0.25	–	–	–	–	0.25	–	–	–	0.25	–
Average	0.27	0.28	3.70	0.25	0.22	-12.00	0.28	0.26	-7.14	0.26	0.32	23.08

0.18 0.11 -38.89

APPENDIX TABLE 32

Changes in One-Week Per Capita Expenditures of Seafood, July 1973 to July 1975, in West Virginia Population Categories by Household Size

Household Size	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
1	0.31	0.71	129.03	0.20	–	–	0.35	0.61	74.29	0.31	0.84	170.97
2	0.43	0.52	20.93	0.48	0.20	-58.33	0.47	0.45	-4.26	0.38	0.60	57.90
3	0.40	0.36	-10.00	0.36	0.21	-41.67	0.42	0.36	-14.29	0.38	0.40	5.26
4	0.24	0.40	66.67	0.35	0.60	71.43	0.22	0.38	72.73	0.23	0.63	173.91
5	0.23	0.23	–	0.18	0.12	-33.33	0.20	0.28	40.00	0.28	0.22	-21.43
6	0.17	0.26	52.94	0.13	–	–	0.23	0.15	-34.78	0.12	0.42	250.00
7	0.34	0.20	-41.18	0.79	–	–	0.19	0.13	-31.58	0.64	0.50	-21.88
8	0.17	0.69	305.88	0.44	0.69	56.82	–	–	–	0.06	–	–
9	–	0.28	–	–	–	–	–	0.28	–	–	–	–
10	0.25	0.15	-40.00	–	–	–	0.25	–	–	–	0.15	–
Average	0.34	0.44	29.41	0.34	0.29	-14.71	0.35	0.39	11.43	0.32	0.50	56.25

APPENDIX TABLE 34

Changes in One-Week Per Capita Expenditures for Beef, July 1973 to July 1975, in West Virginia Population Categories by Total Annual Household Income

Total Annual Household Income (Dollars)	State			Rural			Middle			Urban		
	1973 ($)	1975 ($)	% Change	1973 ($)	1975 ($)	% Change	1973 ($)	1975 ($)	% Change	1973 ($)	1975 ($)	% Change
Under 1,000	1.20	1.68	40.0	0.63	–	–	1.24	1.89	52.4	1.25	1.06	15.2
1 - 4,999	1.25	1.68	34.4	0.97	1.78	83.5	1.08	1.70	57.4	1.85	1.62	-12.4
5 - 9,999	1.79	1.92	7.3	0.96	1.24	29.2	1.74	1.66	-4.6	1.78	2.26	27.0
10 - 14,999	2.35	2.05	-12.8	1.64	1.91	16.5	2.11	2.01	-4.7	2.81	2.12	-24.6
15 - 24,999	2.22	2.31	4.1	2.01	1.55	-22.9	2.12	2.15	1.4	2.34	2.51	7.3
25,000 and over	2.75	3.02	9.8	–	1.10	–	3.81	2.96	-22.3	2.56	3.15	23.0
Average	1.95	2.07	6.2	1.53	1.61	5.2	1.80	1.93	7.2	2.25	2.27	0.9

APPENDIX TABLE 33

Changes in One-Week Per Capita Consumption of Beef, July 1973 to July 1975, in West Virginia Population Categories by Total Annual Household Income

Total Annual Household Income (Dollars)	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 1,000	1.06	1.10	3.77	0.38	–	–	1.08	1.08	–	1.25	1.17	-6.40
1 - 4,999	0.98	1.21	23.47	0.84	1.34	59.52	0.82	1.12	36.59	1.42	1.32	-7.04
5 - 9,999	1.28	1.36	6.25	1.29	0.91	-29.46	1.27	1.15	-9.45	1.29	1.61	24.81
10 - 14,999	1.50	1.44	-4.00	1.04	1.45	39.42	1.43	1.44	0.67	1.70	1.44	-15.29
15 - 24,999	1.55	1.58	1.94	1.71	1.04	-39.18	1.57	1.57	–	1.51	1.62	7.29
25,000 and over	1.59	1.91	20.13	–	0.70	–	1.71	1.82	6.43	1.57	2.01	28.03
Average	1.34	1.44	7.46	1.11	1.18	6.31	1.28	1.34	4.69	1.49	1.57	5.37

APPENDIX TABLE 35

Changes in One-Week Per Capita Consumption of Pork, July 1973 to July 1975, in West Virginia Population Categories by Total Annual Household Income

Total Annual Household Income (Dollars)	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 1,000	0.40	0.51	27.50	0.13	–	–	0.42	0.42	–	0.42	0.79	88.10
1 - 4,999	0.63	0.60	-4.76	0.70	0.58	-17.14	0.59	0.60	1.70	0.62	0.61	-1.61
5 - 9,999	0.61	0.60	-1.64	0.79	0.68	-13.92	0.63	0.64	1.59	0.50	0.56	12.00
10 - 14,999	0.67	0.60	-10.45	0.70	0.39	-44.29	0.77	0.71	-7.79	0.53	0.54	1.89
15 - 24,999	0.62	0.59	-4.84	0.63	0.54	-14.29	0.62	0.62	–	0.61	0.56	8.20
25,000 and over	0.41	0.65	58.54	–	0.90	–	0.56	0.71	26.79	0.38	0.62	63.16
Average	0.61	0.61	–	0.72	0.55	-23.61	0.65	0.65	–	0.53	0.57	7.55

APPENDIX TABLE 36

Changes in One-Week Per Capita Expenditures for Pork, July 1973 to July 1975, in West Virginia Population Categories by Total Annual Household Income

Total Annual Household Income	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 1,000	0.64	0.75	17.2	0.13	–	–	0.66	0.63	-4.5	0.75	1.12	49-3
1 - 4,999	0.89	0.94	5.6	1.00	1.12	12.0	0.76	0.95	25.0	1.00	0.89	-11.0
5 - 9,999	0.84	0.92	9.5	1.05	0.96	-8.6	0.89	0.91	2.2	0.69	0.91	31.9
10 - 14,999	0.97	0.97	0	0.94	0.79	-16.0	1.04	1.12	7.7	0.89	0.87	-2.2
15 - 24,999	0.97	0.99	2.1	0.90	0.69	-23.3	0.98	0.98	0	0.98	1.03	5.1
25,000 and over	0.68	0.99	45.6	–	2.40	–	0.81	1.09	34.6	0.66	0.88	33.3
Average	0.89	0.96	7.9	0.99	0.96	-3.0	0.91	1.00	9.9	0.84	0.93	10.7

APPENDIX TABLE 37

Changes in One-Week Per Capita Consumption of Poultry, July 1973 to July 1975, in West Virginia Population Categories by Total Annual Household Income

Total Annual Household Income (Dollars)	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 1,000	0.39	0.66	69.23	0.13	–	–	0.41	0.47	14.63	0.42	1.23	192.86
1 - 4,999	0.75	0.96	28.00	0.78	0.63	19.23	0.85	0.98	15.29	0.55	1.01	83.64
5 - 9,999	0.77	0.87	12.99	1.11	0.87	-21.62	0.64	0.88	37.50	0.79	0.85	7.60
10 - 14,999	0.66	0.76	15.15	0.38	0.47	23.68	0.73	0.76	4.11	0.62	0.81	30.65
15 - 24,999	0.66	0.86	30.30	1.07	0.82	-23.36	0.68	0.90	32.35	0.59	0.82	38.98
25,000 and over	0.65	0.80	23.08	–	0.30	–	1.08	1.20	11.11	0.58	0.68	17.24
Average	0.70	0.84	20.00	0.86	0.66	-23.26	0.71	0.86	21.13	0.64	0.84	31.25

APPENDIX TABLE 38

Changes in One-Week Per Capita Expenditures of Poultry, July 1973 to July 1975, in West Virginia Population Categories by Total Annual Household Income

Total Annual Household Income	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 1,000	0.41	0.78	90.24	0.13	–	–	0.44	0.67	52.27	0.42	1.12	166.67
1 - 4,999	0.79	1.23	55.70	0.77	0.53	-31.17	0.85	1.18	38.82	0.72	1.46	102.78
5 - 9,999	0.88	0.90	2.27	1.16	0.80	-31.03	0.65	0.93	43.08	1.04	0.88	-15.39
10 - 14,999	0.67	0.79	17.91	0.48	0.49	2.08	0.69	0.82	18.84	0.64	0.82	28.13
15 - 24,999	0.71	0.91	28.17	1.10	0.90	-18.18	0.79	0.92	16.46	0.60	0.90	50.00
25,000 and over	0.65	0.84	29.23	–	0.50	–	1.00	1.16	16.00	.59	0.74	25.42
Average	0.75	0.92	22.7	0.89	0.64	-28.1	0.71	0.94	32.4	0.74	0.93	25.7

APPENDIX TABLE 39

Changes in One-Week Per Capita Consumption of Seafood, July 1973 to July 1975, in West Virginia Population Categories by Total Annual Household Income

Total Annual Household Income (Dollars)	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 1,000	0.11	0.38	245.45	0.63	–	–	0.09	0.43	377.78	–	0.22	–
1 - 4,999	0.22	0.22	–	0.22	0.15	-31.82	0.15	0.17	13.33	0.35	0.32	-8.57
5 - 9,999	0.28	0.30	7.14	0.27	0.22	-18.52	0.30	0.32	6.67	0.25	0.28	12.00
10 - 14,999	0.25	0.29	16.00	0.08	0.29	262.50	0.31	0.23	-25.81	0.20	0.35	75.00
15 - 24,999	0.33	0.30	-9.09	0.50	0.21	-58.00	0.37	0.23	-37.84	0.27	0.37	37.04
25,000 and over	0.36	0.23	-36.11	–	0.10	–	0.54	0.26	-51.85	0.33	0.22	-33.33
Average	0.27	0.28	3.70	0.25	0.22	-12.00	0.28	0.26	-7.14	0.26	0.32	23.08

APPENDIX TABLE 40

Changes in One-Week Per Capita Expenditures of Seafood, July 1973 to July 1975, in West Virginia Population Categories by Total Annual Household Income

Total Annual Household Income (Dollars)	State			Rural			Middle			Urban		
	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change	1973	1975	% Change
Under 1,000	0.11	0.44	300.00	0.63	–	–	0.09	0.51	466.67	–	0.22	–
1 - 4,999	0.24	0.37	54.17	0.30	0.15	-50.00	0.18	0.29	61.11	0.31	0.54	74.19
5 - 9,999	0.33	0.41	24.24	0.39	0.22	-43.59	0.38	0.46	21.05	0.26	0.39	50.00
10 - 14,999	0.33	0.42	27.27	0.19	0.44	131.58	0.38	0.31	-18.42	0.28	0.52	85.71
15 - 24,999	0.43	0.50	16.28	0.56	0.29	-48.21	0.49	0.38	-22.45	0.36	0.63	75.00
25,000 and over	0.52	0.44	-15.39	–	0.10	–	0.67	0.36	-46.27	0.50	0.48	-4.00
Average	0.34	0.44	29.4	0.34	0.29	-14.7	0.35	0.39	11.4	0.32	0.50	56.3

APPENDIX TABLE 41
Number of Responses and Per Cent of Households Responding by Socioeconomic Categories, Summer 1975

Socioeconomic Category	State		Rural		Middle		Urban	
Family Member Most Responsible for Meat Purchasing	Respon-sible	%	Respon-sible	%	Respon-sible	%	Respon-sible	%
Wife	270	64.29	18	69.23	131	66.50	121	61.42
Husband	77	18.33	5	19.23	30	15.23	42	21.32
Single	53	12.62	2	7.69	29	14.72	22	11.17
Both wife and husband	19	4.52	1	3.85	6	3.05	12	6.09
0	1	0.24	–	–	1	0.51	–	–
Total	420	100.00	26	100.00	197	100.00	197	100.00
Principal Income Earner								
Wife	27	6.43	2	7.69	10	5.08	15	7.61
Husband	309	73.57	22	84.62	143	72.59	144	73.10
Single	55	13.10	2	7.69	29	14.72	24	12.18
Joint	29	6.91	–	–	15	7.61	14	7.11
Total	420	100.00	26	100.00	197	100.00	197	100.00

Age of Principal Income Earner								
Under 25	13	3.10	1	3.85	4	2.03	8	4.06
25 - 34	84	20.00	8	30.77	42	21.32	34	17.26
35 - 44	57	13.57	5	19.23	23	11.68	29	14.72
45 - 54	103	24.52	5	19.23	50	25.38	48	24.37
55 - 64	97	23.10	3	11.54	45	22.84	49	24.87
65 and over	66	15.71	4	15.39	33	16.75	29	14.72
Total	420	100.00	26	100.00	197	100.00	197	100.00
Education of Principal Income Earner								
0 - 7	38	9.05	3	11.54	22	11.17	13	6.60
8	49	11.67	3	11.54	29	14.72	17	8.63
9 - 11	41	9.76	5	19.23	25	12.69	11	5.84
12	156	37.14	11	42.31	62	31.47	83	42.13
13 - 15	62	14.76	3	11.54	24	12.18	85	17.77
16	30	7.14	–	–	16	8.12	14	7.12
Over 16	42	10.00	1	3.85	17	8.63	24	12.18
0	2	0.48	–	–	2	1.02	–	–
Total	420	100.00	26	100.00	197	100.00	197	100.00

Appendix Table 41 (continued)

Socioeconomic Category Family Member Most Respondible for Meat Purchasing	State		Rural		Middle		Urban	
	Respon-sible	%	Respon-sible	%	Respon-sible	%	Respon-sible	%
Occupation of Principal Income Earner								
No response	5	1.19	1	3.85	1	0.51	3	1.52
Farmer	5	1.19	–	–	5	2.54	–	–
Professor	60	14.29	4	15.39	24	12.18	32	16.24
Housewife	8	1.91	1	3.85	4	2.03	3	1.52
Laborer	62	14.76	7	26.92	34	17.26	21	10.66
Self-employed	38	9.05	3	11.54	20	10.15	15	7.61
Retired	81	19.29	4	15.39	39	19.80	38	19.29
Unemployed	10	2.38	1	3.85	4	2.03	5	2.54
White collar	49	11.67	–	–	20	10.15	29	14.72
Service worker	18	4.29	–	–	8	4.06	10	5.08
Craftsman	25	5.95	–	–	16	8.12	9	4.57
Machine operator	29	6.91	4	15.39	12	6.09	13	6.60
Sales and clerical	30	7.14	1	3.85	10	5.08	19	9.65
Total	420	100.00	26	100.00	197	100.00	197	100.00
Household Size of Principal Income Earner								
1	39	9.29	1	3.85	19	9.65	19	9.65
2	139	33.10	5	19.23	60	30.46	74	37.56

4	86	20.48	6	23.08	34	17.26	46	23.35
5	41	9.76	5	19.23	18	9.14	18	9.14
6	18	4.29	1	3.85	9	4.57	8	4.06
7	5	1.19	–	–	4	2.03	1	0.51
8	1	0.24	1	3.85	–	–	–	–
9	1	0.24	–	–	1	0.51	–	–
10	1	0.24	–	–	–	–	1	0.51
Total	420	100.00	26	100.00	197	100.00	197	100.00
Income of Principal Income Earner								
Under $1,000	12	2.86	–	–	9	4.57	3	1.52
1 - 4,999	60	14.29	5	19.23	33	16.75	22	11.17
5 - 9,999	122	29.05	8	30.77	55	27.92	59	29.95
10 - 14,999	106	25.24	9	34.62	46	23.35	51	25.89
15 - 24,999	88	20.95	3	11.54	43	21.83	42	21.32
Over 25,000	26	6.19	1	3.85	7	3.55	18	9.14
No response	6	1.43	–	–	4	2.03	2	1.02
Total	420	100.00	26	100.00	197	100.00	197	100.00
Consumption Last Two Years								
Increased	57	13.57	2	7.69	32	16.24	23	11.68
Decreased	163	38.81	10	38.46	79	40.10	74	37.56
Same	197	49.91	14	53.85	85	43.15	98	49.75
No response	3	0.71	–	–	1	0.51	2	1.02
Total	420	100.00	26	100.00	197	100.00	197	100.00

CONFIDENTIAL

Questionnaire
West Virginia University
Department of Agricultural Economics

1. Which family member is most responsible for meat purchasing?

   ( ) Wife
   ( ) Husband
   ( ) Other (write in)

2. Which family member is the principal income earner?

   ( ) Wife
   ( ) Husband
   ( ) Other (write in)

3. Age of the principal income earner.

   ( ) Under 25
   ( ) 25 - 34
   ( ) 35 - 44
   ( ) 45 - 54
   ( ) 55 - 64
   ( ) 65 and over

4. Grade completed in school of the principal income earner.

   ( ) 0 to 7 years
   ( ) 8 years (grade school graduate)
   ( ) 9 to 11 years
   ( ) 12 years (high school graduate)
   ( ) 13 to 15 years
   ( ) 16 years (college graduate)
   ( ) more than 16 years

5. Occupation of the principal income earner.

( ) Farmer	( ) Self-employed	( ) Service worker
( ) Professional	( ) Retired	( ) Craftsman
( ) Housewife	( ) Unemployed	( ) Machine Operator
( ) Laborer	( ) White Collar	( ) Sales & Clerical

6. How many people (total number) are there living in your household?

( ) 1	( ) 4	( ) 7
( ) 2	( ) 5	( ) 8
( ) 3	( ) 6	( ) more than 8 (write in)

7. Into which of the following groups would your total annual household income fail (all family members)?

( ) Under $1,000	( ) $10,000 to $14,999
( ) $1,000 to $4,999	( ) $15,000 to $24,999
( ) $5,000 to $9,999	( ) $25,000 and over

8. Has your consumption of meat changed over the last two years?

( ) Increased
( ) Decreased
( ) Same (no change)

9. Which county do you live in?

West Virginia University
Department of Agricultural Economics

We need a complete report on the meats you and your household purchased at retail stores and ate during the last seven days or will eat during the next seven days from the time you receive this questionnaire. The quantity and current price of meats consumed from home freezers should be included. **Do not include quantities or prices of meats consumed in restaurants.**

If you should encounter any difficulty in deciding which category various types of meats fall, then look at the list that follows.

MEATS

Beef	Steak, roast, stewing, ground, canned, corned, chipped, dried, and other.
Pork	Bacon, chops, ham, loin, sausage, salt pork, chipped, dried, and other.
Poultry	Chicken, turkey, duck, and other.
Lamb	lamb chops, leg of lamb, shoulder roasts, shoulder chops, mutton, and other.
Seafood	Fresh, canned, shellfish, and other.
Lunchmeats	Bologna, salami, pickle loaf, goose liver, Spam, and other.

BEEF Eaten Per Week

( ) 0 to 1 pound
( ) 1 to 2 pounds
( ) 2 to 3 poonds
( ) 3 to 4 pounds
( ) 4 to 5 pounds
( ) 5 to 6 pounds
( ) 6 to 7 pounds
( ) 7 to 8 pounds
( ) 8 to 9 pounds
( ) 9 to 10 pounds
( ) 10 to 14 pounds
( ) 15 pounds and over

Total Amount Spent Per Week

( ) 0 to $.99
( ) $1.00 to $1.99
( ) $2.00 to $2.99
( ) $3.00 to $3.99
( ) $4.00 to $4.99
( ) $5.00 to $5.99
( ) $6.00 to $6.99
( ) $7.00 to $7.99
( ) $8.00 to $8.99
( ) $9.00 to $9.99
( ) $10.00 to $14.99
( ) $15.00 and over

PORK Eaten Per Week

( ) 0 to 1 pound
( ) 1 to 2 pounds
( ) 2 to 3 pounds
( ) 3 to 4 pounds
( ) 4 to 5 pounds
( ) 5 to 6 pounds
( ) 6 to 7 pounds
( ) 7 to 8 pounds
( ) 8 to 9 pounds
( ) 9 to 10 pounds
( ) 10 to 14 pounds
( ) 15 pounds and over

Total Amount Spent Per Week

( ) 0 to $.99
( ) $1.00 to $1.99
( ) $2.00 to $2.99
( ) $3.00 to $3.99
( ) $4.00 to $4.99
( ) $5.00 to $5.99
( ) $6.00 to $6.99
( ) $7.00 to $7.99
( ) $8.00 to $8.99
( ) $9.00 to $9.99
( ) $10.00 to $14.99
( ) $15.00 and over

POULTRY Eaten Per Week

( ) 0 to 1 pound
( ) 1 to 2 pounds
( ) 2 to 3 pounds
( ) 3 to 4 pounds
( ) 4 to 5 pounds
( ) 5 to 6 pounds
( ) 6 to 7 pounds
( ) 7 to 8 pounds
( ) 8 to 9 pounds
( ) 9 to 10 pounds
( ) 10 to 14 pounds
( ) 15 pounds and over

Total Amount Spent Per Week

( ) 0 to $.99
( ) $1.00 to $1.99
( ) $2.00 to $2.99
( ) $3.00 to $3.99
( ) $4.00 to $4.99
( ) $5.00 to $5.99
( ) $6.00 to $6.99
( ) $7.00 to $7.99
( ) $8.00 to $8.99
( ) $9.00 to $9.99
( ) $10.00 to $14.99
( ) $15.00 and over

LAMB Eaten Per Week

( ) 0 to 1 pound
( ) 1 to 2 pounds
( ) 2 to 3 pounds
( ) 3 to 4 pounds
( ) 4 to 5 pounds
( ) 5 to 6 pounds
( ) 6 to 7 pounds
( ) 7 to 8 pounds
( ) 8 to 9 pounds
( ) 9 to 10 pounds
( ) 10 to 14 pounds
( ) 15 pounds and over

Total Amount Spent Per Week

( ) 0 to $.99
( ) $1.00 to $1.99
( ) $2.00 to $2.99
( ) $3.00 to $3.99
( ) $4.00 to $4.99
( ) $5.00 to $5.99
( ) $6.00 to $6.99
( ) $7.00 to $7.99
( ) $8.00 to $8.99
( ) $9.00 to $9.99
( ) $10.00 to $14.99
( ) $15.00 and over

SEAFOOD Eaten Per Week

( ) 0 to 1 pound
( ) 1 to 2 pounds
( ) 2 to 3 pounds
( ) 3 to 4 pounds
( ) 4 to 5 pounds
( ) 5 to 6 pounds
( ) 6 to 7 pounds
( ) 7 to 8 pounds
( ) 8 to 9 pounds
( ) 9 to 10 pounds
( ) 10 to 14 pounds
( ) 15 pounds and over

Total Amount Spent Per Week

( ) 0 to $.99
( ) $1.00 to $1.99
( ) $2.00 to $2.99
( ) $3.00 to $3.99
( ) $4.00 to $4.99
( ) $5.00 to $5.99
( ) $6.00 to $6.99
( ) $7.00 to $7.99
( ) $8.00 to $8.99
( ) $9.00 to $9.99
( ) $10.00 to $14.99
( ) $15.00 and over

LUNCHMEAT Eaten Per Week

( ) 0 to 1 pound
( ) 1 to 2 pounds
( ) 2 to 3 pounds
( ) 3 to 4 pounds
( ) 4 to 5 pounds
( ) 5 to 6 pounds
( ) 6 to 7 pounds
( ) 7 to 8 pounds
( ) 8 to 9 pounds
( ) 9 to 10 pounds
( ) 10 to 14 pounds
( ) 15 pounds and over

Total Amount Spent Per Week

( ) 0 to $.999
( ) $1.00 to $1.99
( ) $2.00 to $2.99
( ) $3.00 to $3.99
( ) $4.00 to $4.99
( ) $5.00 to $5.99
( ) $6.00 to $6.99
( ) $7.00 to $7.99
( ) $8.00 to $8.99
( ) $9.00 to $9.99
( ) $10.00 to $14.99
( ) $15.00 and over

If you and your household do not use meat in any form, then put a check mark in the blank below.

None

Remarks: